



George C. Newstrom

Secretary of Technology



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**Secretary of
Technology
Commonwealth of
Virginia**

The Honorable George C. Newstrom was appointed by Governor Mark R. Warner to serve as Secretary of Technology for the Commonwealth of Virginia. He assumed his current responsibilities on March 4, 2002.

The mission of the Secretary of Technology is to advise the Governor on the growth of technology in our global economy and the effective use of information technology in state government. In this role, Secretary Newstrom serves as both CIO for the Commonwealth and chief strategist for raising Virginia's visibility in the global technology marketplace. He brings 28 years of experience as a private sector executive to that role.

Secretary Newstrom was previously with EDS, a leading global information technology services company. During his 28-year career with EDS, Secretary Newstrom held various leadership positions in the health care and government sectors. Secretary Newstrom culminated his career at EDS as president of EDS Asia Pacific-Information Solutions. In this role, Secretary Newstrom was responsible for EDS' operations in Australia, China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan and Thailand.

Prior to joining EDS, Secretary Newstrom served in the United States Marine Corps as a communications and electronics officer.

Secretary Newstrom's community involvement includes serving on volunteer boards, helping service organizations and actively supporting educational opportunities for children. He has held advisory and leadership roles on numerous foundations and boards, including the Virginia Business Higher Education Council, Harvard University's John F. Kennedy School of Government advisory board, the National Commission on Restructuring the Internal Revenue Service, the 1998 World Congress on Information Technology, the Information Technology Association of America (ITAA), and the Virginia Technology Council. He currently serves as chairman of the board of the World Information Technology and Services Alliance (WITSA).

Secretary Newstrom holds a bachelor of arts degree in education administration from the University of California. Secretary Newstrom and his wife, Kathy, have two children, Doug and Kristen, and a grandson, Peter George.

Cheryl Clark

Deputy Chief Information Officer

Biographic Information

Cheryl Clark is a native of Richmond, Virginia. She holds a degree in economics from American University in Washington, D.C. and is a graduate of the Federal Executive Institute in Charlottesville, Virginia.

Prior to being named Deputy CIO in July 2003, Cheryl was appointed Chief Transition Officer for the Virginia Information Technologies Agency (VITA) in April 2003. As CTO, she oversaw the development of all aspects of VITA, including the consolidation of three government agencies, hiring of the top tier of agency leadership, development of the "shell" organization and its values, forging partnerships with agencies and business, ensuring continuity of service to customers and continuity of administrative and financial processes throughout the transition, and leading a comprehensive communications effort.



Cheryl was appointed Director of the Department of Information Technology in May 2002. Prior to that, Cheryl served as Acting Deputy Commissioner for the Virginia Department of Motor Vehicles. In this capacity, she oversaw technology, budget and fiscal affairs, facilities, driver and vehicle policy, operations and records and public information for the agency. Since joining the agency in 1974 as a computer systems analyst, she has served DMV in a number of diverse business and technical roles, including Chief Information Officer, Assistant Commissioner for Technology, Driver Services Administrator and Planning Director.

Cheryl is a founding member of the Council on Technology Services, established formally in 1998, and a founding member of the Council's executive committee, established in 2000.

During Cheryl's tenure as CIO, DMV's technology services staff received national and international recognition for leadership in bringing about e-government and for the innovative and effective use of technology to achieve excellence in customer service. She and her team are winners of numerous technology awards, including the Governor's Agency Technology Award in 1999 and 2001.

Cheryl lives in Midlothian with her husband and two of their three children, where they are active members of their faith community.

Velma J. Ballard, SPHR

Director of Human Services

Biographic Information

Velma J. Ballard is a native of Emporia, Virginia. She holds an A.A.S degree in corrections; A.A.S degree in police science, both from Paul D. Camp Community College in Franklin, VA; a bachelor's degree in social science from Virginia State University in Petersburg, VA; and a master's degree in human resource development from The George Washington University, Washington, D.C. In addition, she is certified by the Society for Human Resource Management's HR Certification Institute as a Senior Professional in Human Resources (SPHR).

Velma comes to VITA from the Department of Housing and Community Development (DHCD) where she served as the Associate Director of Administration. In this capacity she directed the agency's human resources functions; organizational development; public relations functions; Web site; procurement activities, including eVA implementation; administrative policy and procedures; and facilities management. Velma began state employment in 1978 with the Department of Corrections (DOC) at Deerfield Correctional Center. Although she held a number of diverse positions within DOC, she has worked in the human resource field for more than 18 years. She has served as Human Resource Manager/Director at Southampton Correctional Complex, Capron, VA; Greensville Correctional Center, Jarratt, VA; Virginia Alcohol Beverage Control as well as the Department of Housing and Community Development.

Since 1999, Velma has served as the logistics manager for the annual Governor's Housing Conference. In this capacity, she oversees the conference budget, speaker and staff logistics, hotel and meeting arrangements, and financial management of the conference.

Velma is active in a variety of professional organizations including the Society for Human Resource Management (SHRM), International Public Management Association for Human Resources (IPMA-HR), American Society for Training and Development (ASTD), and the National Forum for Black Public Administrators (NFBPA). She has served on various committees and task forces, rendering her expertise in performance management issues, organizational development and structure, and disciplinary issues.

Velma is widowed and lives in Chester.

Leslie R. Carter

Director of Computer Support Services

Biographic Information

Leslie Carter is a native of Tidewater Virginia. She holds a bachelor's degree in political science and a master's in business administration from Old Dominion University.

She was the Deputy Director of the Department of Information Technology (DIT) from 1998 to 2003. During her tenure, Leslie Carter oversaw the computer services, telecommunications, customer application development, and acquisition services responsibilities for the department. Since joining the agency in 1989 as a telecommunications lead engineer, she served DIT in a number of positions including Telecommunications Director and Lead Engineer in the establishment of the Internet for Commonwealth agencies. Prior to joining the Commonwealth, Leslie was Telecommunications Manager and Systems Analyst for the City of Hampton.

Leslie was appointed in 1999 as Chair of the Council on Technology Services Telecommunications Workgroup that was instrumental in working with agencies to develop statewide services. During Leslie's tenure as chair, the Commonwealth received national recognition from the National Association of State Chief Information Officers (NASCIO) in the area of Communications Infrastructure.

Leslie lives in Williamsburg with her family.

Bob Davidson

Director of Telecommunications and Network Services

Biographic Information

Bob Davidson is a native of Richmond, Virginia, with many years of telecommunications experience. Following a distinguished career with Bell Atlantic Corporation as a statewide service manager for the Commonwealth of Virginia, Bob joined the Department of Information Technology (DIT) where he has served for the past 7 years.

In 1999, Bob was appointed Division Director of the Integrated Telecommunications Division at DIT. Prior to that, Bob served as Telecommunications Manager. In these roles, Bob managed many significant projects, including the COVANET voice and data network, local services, and equipment network products. Since joining DIT as a Computer Systems Senior Engineer, he served the agency in a number of diverse business and technical roles, including many technical committees and project oversight teams.

Bob received a DIT "Agency Star" award in 2003 for his dedication and work ethic as a role model for employees.

Bob, the parent of four grown children, lives in Powhatan, Virginia, with his wife.

Deborah Dodson

Director of Business Systems Services

Biographic Information

Deborah Dodson is a native Virginian, born in Luray and residing in Richmond for more than 30 years. She holds a degree in marketing and business administration from the University of Georgia in Athens and is a graduate of the Penn State Executive Institute in University Park, Pennsylvania.

Deborah worked for more than 15 years at Dominion Virginia Power in various areas of information technology including positions of Manager of EDP Auditing and Director of Applications Development. She worked at the Department of Motor Vehicles for more than 12 years where most recently she served as Acting Assistant Commissioner and Chief Information Officer overseeing information technology for the agency. After joining DMV in 1989 as Manager of Systems Development, Deborah directed a team of information technology professionals responsible for a number of the agency's key technology initiatives including development of the integrated driver/vehicle Customer Service System, local processing in the customer service centers, digitized driver licenses, and transaction processing on the web, telephone and self-service kiosks.

During Deborah's service at DMV she directed numerous projects that have received national and international recognition for the innovative and effective use of technology to achieve excellence in customer service. She and the DMV information technology team have been winners of numerous technology awards, including the Governor's Agency Technology Award in 1999 and 2001.

In June 2002, Deborah joined the Department of Information Technology (DIT) as the Director of Strategic Development to oversee development and project management of strategic initiatives, integration of service delivery, applications services, partnership services, communications, and professional development. Deborah has served as acting Director of DIT since April of 2003.

Deborah lives in Henrico County with her husband, Paul.

Austin Matthews

Director of Financial Management Services/Chief Financial Officer

Biographic Information

Austin Matthews is a native of Orange, Virginia. He holds a bachelor's degree in finance from Virginia Commonwealth University.

Austin has more than 17 years of executive experience in federal agencies and non-profit organizations, including the Smithsonian Institution, the U.S. Department of the Treasury, and the U.S. Department of the Army.

At the Smithsonian, Austin was the Assistant to the Under Secretary for Finance and Administration and responsible for all finance, human resources, general counsel, library, planning, budgeting, and information technology functions. As the former Deputy Director of the Office of Planning, Management and Budget at the Smithsonian, Austin was responsible for the preparation of the Institution's budget and justification before White House and Congressional staff. He led cross-functional teams to redesign and implement the Institution's comprehensive budget and planning automated system and to develop training on the Institution's automated financial system. He also played a key role in the development and implementation of that automated financial system.

Prior to the Smithsonian, Austin held numerous senior budget and program officer positions at the U.S. Department of the Treasury in Washington, DC, and at the U.S. Department of the Army at the Pentagon. Austin began his career as a budget analyst intern with the U.S. Army at Fort Lee, Virginia.

For the past two years, Austin has worked as an independent consultant specializing in organizational assessments, redesign of organizational processes, and development of strategic plans and performance measures for federal, state and local government and non-profit institutions.

Austin has been active in the Washington, D.C., chapter of the Institute of Management Consultants USA and is a recent member of the Virginia Association of Museums.

Austin lives in the Bellevue area of the City of Richmond.

Chris Saneda

Director of Customer Support Services

Biographic Information

Chris Saneda is the product of hearty mid-America Ohio. He holds a degree in computer science from the University of Maryland, and a master's degree in information and telecommunications from The Johns Hopkins University. He is also a graduate of The Johns Hopkins Leadership Development Program, holds a certificate in Project Management, and is a certified Six Sigma Green Belt.

Chris comes to VITA from the Virginia Department of Alcoholic Beverage Control (ABC), where he was Chief Information Officer (CIO). During his tenure, Chris led ABC through a technology transformation that resulted in recognition from *CIO Magazine* as one of the nation's Top 100 organizations for the integration of people, process, and technology. Prior to ABC, Chris was in leadership positions with Honeywell International, where he was responsible for information technology in seven manufacturing plants worldwide.

Chris has worked in several industries, including defense, aerospace, manufacturing, and government. He has traveled and worked around the world and is happy to call Richmond, Virginia, his home.

Chris was appointed in 2001 to serve on the Council on Technology Services, and joined the Council's executive committee under Secretary of Technology George C. Newstrom.

Chris lives in the City of Richmond with his wife, Debra, and two young children, Jacob and Isaac.

Jerry Simonoff

Director of Strategic Management Services

Biographic Information

Jerry Simonoff is a native of Norfolk, Virginia. He holds a bachelor's degree in economics from North Carolina State University, a master of regional planning degree from the University of North Carolina—Chapel Hill, and is a graduate of the Virginia Executive Institute.

He was appointed Director of the Department of Technology Planning (formerly the Council on Information Management) in September 1998. Prior to that, Jerry served as CIM's Information Technology Manager. Before coming to state government in 1992, he spent 15 years in management and information systems consulting with several regional firms. Positions included Manager of the systems consulting practice for Cherry Bekaert and Holland, CPAs; and President of Technicraft Systems Consulting, Inc. His seven years in regional planning in central Virginia included service as the Assistant Executive Director of the Richmond Regional Planning District Commission.

Jerry has served on the Virginia Information Providers Network (VIPNet) Authority Board of Directors, as chair of the State Wireless E-911 Services Board, and as a member of several state advisory boards, including the Council on Technology Services.

During Jerry's service with DTP and CIM, he played a key role in drafting the legislation creating the Secretary of Technology, the first such cabinet level position in the country. He has also championed initiatives to improve the planning, budgeting, and management of technology projects to make more effective use of available funding sources.

Jerry and his wife, the parents of two grown children, live in western Henrico County. His volunteer work has included service on the boards of several religious and nonprofit organizations.

Susan Woolley

Director of Acquisition Services

Biographic Information

Susan Woolley was raised in northern Virginia. She earned a degree in mathematics from the University of Virginia and an M.B.A. from The College of William & Mary.

Prior to joining VITA, Susan was Group Manager, Supply Chain Management, at Capital One Services, Inc. She was responsible for developing IT category and supplier strategies. She

also led cross functional teams that performed comprehensive diagnostic and demand analysis of telecommunications and desktop computing, resulting in a prioritized plan for savings and risk reduction.

From 1994 to 2001, Susan served as Acquisitions Manager for Hallmark Cards, Inc., in Kansas City, Mo. While at Hallmark, she developed and staffed the IT acquisitions function for the enterprise wide IT division. She was responsible for all hardware, software, telecommunications, and services.

Before moving to Kansas City, Susan held positions in IT acquisitions with James River Paper Corp. and Best Products, Inc. She created and managed strategic partnerships with key suppliers. While at Best, she was Supervisor of Finance in the Treasury Department.

Susan has been very active in the IT Procurement Working Group of the Society for Information Management (SIM), serving as Chair in 2000. She is also a member of the Computer Law Association and Caucus.

Susan lives in Glen Allen with her husband, and enjoys sailing, reading, and house renovation, and is learning to knit.